

## 2001 RPTA-MAG RARF Tax Extension Survey -- Final 12/21/01

Good \_\_\_\_\_. This is \_\_\_\_\_ calling from WestGroup Research. We are conducting a public opinion study about issues affecting residents around the Valley. Your opinions will help community leaders make important decisions in the near future. We're not trying to sell anything. I need to speak with someone in your household who is age 18 or older. Would that be you? Can I please speak with that person? IF NOT AVAILABLE ARRANGE TIME TO CALL BACK.

N=626

50/50 male/female quota

Sample: Maricopa County Voters

### Screening Questions:

SCR1. Do you or does anyone in your household work for a marketing research company? (IF YES, TERMINATE.)

SCR2. How many of the last three major elections held here in the Valley have you voted in?

- a. NONE – THANK AND TERMINATE
- b. One – **11%**
- c. Two – **13%**
- d. Three – **76%**
- e. REFUSED – CONFIRM THAT THEY HAVE VOTED IN AT LEAST ONE, IF UNABLE TO CONFIRM – THANK AND TERMINATE

As you answer the following questions, it is very important that you try to be as candid as you can. Please give your own opinions and not what you consider to be the politically correct answer.

### I. Major Issues

1. What do you think is the single most important issue the Valley needs to deal with in the next five years? What is the next most important issue? DO NOT READ LIST

#### TOTAL MENTIONS

- a. Growth management/Overcrowding – **26%**
- b. Public Transportation/Mass transit – **25%**
- c. Education – **22%**
- d. Traffic congestion – **18%**
- e. Air Quality/pollution – **12%**
- f. Crime/violence – **12%**
- g. Economy/Unemployment – **10%**
- h. Street and freeway construction – **6%**
- i. Stadium issue – **4%**
- j. Politics/Government – **4%**
- k. Illegal immigrants/immigration – **3%**
- l. Environment – **3%**
- m. Health care – **3%**
- n. Water conservation – **3%**
- o. Taxes – **3%**
- p. Homeless – **2%**
- q. Drugs/alcohol abuse – **2%**
- r. Elderly mobility – **1%**
- s. Safety – **1%**
- t. Other – **11%**

u. DK/no answer – **4%**

## **II. INITIAL SUPPORT FOR EXTENDING THE TAX**

2. Residents across the Valley have been paying a one-half cent REGIONAL sales tax since 1985 that was set up mainly to fund freeways and provide a small amount of funding for public transit improvements across the region in addition to improvements made with taxes passed in the individual cities. The current tax has a 20-year limit and is set to expire in 2005. There are proposals to extend this tax another 20 years so this means residents would NOT be paying a new tax, just continue paying the one-half cent tax they have been paying since 1985. Do you think you are likely to Strongly favor, favor, oppose or strongly oppose an EXTENSION of this regional sales tax for transportation improvements so that it continues past the year 2005?

**NET FAVOR – 72%**

- a. Strongly favor – **27%**
- b. Favor – **45%**
- c. Oppose – **13%**
- d. Strongly oppose – **11%**
- e. Don't know – **DO NOT READ – 4%**

- 2a. IF FAVOR: Please explain why you think you would STRONGLY FAVOR/FAVOR the extension of the tax?

- a. Need better/more freeways – **24%**
- b. Need better/more public transportation – **19%**
- c. Think it's a needed tax – **16%**
- d. Need better/more streets – **14%**
- e. Population/growth – **14%**
- f. Need better/more transportation – **12%**
- g. Because of traffic problems – **8%**
- h. It's working now/Being put to good use – **7%**
- i. Already paying it – **6%**
- j. Don't want the funds taken from somewhere else/pay higher tax – **5%**
- k. If the money goes towards transportation – **4%**
- l. Roads/freeways need to be kept up/maintained – **4%**
- m. Fair rate of tax – **3%**
- n. Pollution – **3%**
- o. Will always need more improvements – **1%**
- p. Public transportation needs to be kept up/maintained – **1%**
- q. Other – **3%**
- r. DK/No answer – **3%**

- 2b. IF OPPOSE: Please explain why you think you would OPPOSE/STRONGLY OPPOSE the extension of the tax?

- a. Don't see where the money is going/Not using money properly – **32%**
- b. Already pay too many taxes/Don't want to pay any more taxes – **14%**
- c. Don't see much improvement with the roads/Transportation -- **9%**
- d. If they were supposed to end it, then end it -- **7%**
- e. Opposed to taxes (general) – **7%**
- f. There doesn't seem to be a limit on taxes/Taxes are always increasing – **5%**
- g. We have enough freeways/Don't need anymore freeways – **4%**
- h. It's not working/Not being put to good use (tax) – **4%**
- i. Road construction repeats too often in same location – **4%**
- j. Better budgeting, so there are no taxes – **3%**

- k. Public transportation won't work in the Valley -- **3%**
- l. People should have to vote for or against new tax -- **2%**
- m. Lottery money goes towards freeways -- **2%**
- n. Don't want to see the light rail built -- **2%**
- o. There should be a control of population growth, so taxes don't have to be used for public transportation -- **2%**
- p. A better plan for rapid transit -- **2%**
- q. Government gets too much money already -- **1%**
- r. New tax format for current situations -- **1%**
- s. More important issues for taxing i.e. medicine for ill, shelter for the homeless -- **1%**
- t. Wouldn't benefit me -- **1%**
- u. Other -- **3%**
- v. DK/No answer -- **5%**

### **III. TRANSPORTATION ISSUES**

3. When you travel around the Valley, whether you are in a car, bus, or are biking or walking, what are the biggest problems you encounter on a regular basis? What other problems? **MULTIPLE RESPONSES ALLOWED. DO NOT READ LIST**

- a. Delays due to traffic congestion on major streets -- **47%**
- b. Delays due to traffic congestion on the freeways -- **37%**
- c. Unsafe drivers -- **31%**
- d. Delays due to street construction -- **10%**
- e. Problems at intersections (no left turn signals, short signals, poor signal timing) -- **9%**
- f. Neighborhood traffic -- **4%**
- g. Too many stop lights/stop signs -- **3%**
- h. Lack of sidewalks/paths for biking, walking, scooters or wheelchairs -- **3%**
- i. Streets in need of repair/maintenance -- **3%**
- j. Pollution -- **2%**
- k. Problems with bus service -- **2%**
- l. Speeders -- **2%**
- m. Traffic/too much traffic -- **1%**
- n. Elderly drivers -- **1%**
- o. Too much truck traffic -- **1%**
- p. Inability to find transportation to go anywhere -- **1%**
- q. Lack of bus pullouts -- **1%**
- r. People running red lights -- **1%**
- s. Other: SPECIFY \_\_\_\_\_ -- **9%**
- t. Don't know -- **0%**

4. What solutions do you think would help to address the problems that you just mentioned in the last question? What else? **DO NOT READ LIST, MULTIPLE RESPONSES ALLOWED**

- a. More law enforcement/Police/Stiffer laws -- **15%**
- b. Expand light rail services throughout the county -- **14%**
- c. Improve local bus service throughout the county -- **10%**
- d. Build more freeways -- **10%**
- e. Adding more lanes to the freeways within Maricopa County -- **7%**
- f. More effective/synchronized traffic signals -- **7%**
- g. Adding more lanes to the major arterial streets within the county -- **6%**
- h. Better planning for road construction/fewer streets under construction at one time/work during off hours -- **5%**
- i. Improvements to address safety/Safety education programs for walking, biking and driving -- **4%**
- j. Traffic calming efforts in neighborhoods to slow down/reduce neighborhood traffic -- **4%**

- k. More left turn signals – **3%**
- l. Better/more transit/public transportation – **3%**
- m. Better planning/control of population growth /development– **3%**
- n. Adding HOV lanes to the freeways – **2%**
- o. Expand express bus service for commuters throughout the county – **2%**
- p. Finish the freeways – **2%**
- q. Add commuter (heavy) rail service using existing railroad tracks – **2%**
- r. Maintenance and repair of existing roads – **2%**
- s. Red light cameras – **2%**
- t. Faster completion of construction – **2%**
- u. Expand express bus service for commuters throughout the county – **2%**
- v. Better planning (general) – **2%**
- w. Add more bike and pedestrian pathways – **1%**
- x. More bus pullouts on major streets – **1%**
- y. Curb development – **1%**
- z. Adding more streets **1%**
- aa. Make it harder to get a license –**1%**
- bb. None/No solutions – **1%**
- cc. Improve freeway (general) – **1%**
- dd. Need better elected officials – **1%**
- ee. Ban use of cell phones while driving – **1%**
- ff. Carpooling – **1%**
- gg. One-way streets – **1%**
- hh. Renovate some of the neighborhoods – **1%**
- ii. Better use of tax money – **1%**
- jj. Other: SPECIFY:\_\_\_\_\_ -- **11%**
- kk. Don 't know – **15%**

#### **IV. BUS EXPERIENCE**

- 5. Have you ever used\_\_\_\_\_ in another city?
  - a. City bus – **67%**
  - b. Rail service – **66%**

**NET USED EITHER – 79%**
- 6. IF “a, b, or c” IN Q5 – How would you compare the public transit system in Maricopa County to the systems you have used in other cities around the country. Would you say the transit system in Maricopa County is ... (n=495)
  - a. Better – **4%**
  - b. the same, - **10%**
  - c. or Worse than transit systems in other cities – **70%**
  - d. DO NOT READ – DON'T KNOW – **16%**
- 7. How likely do you think you or a family member will be to use LOCAL bus service if the frequency and overall convenience of the system improves over the next 5 to 10 years? Are you ....
 

**NET LIKELY – 51%**

  - a. Very likely – **20%**
  - b. Somewhat likely – **31%**
  - c. Not very likely – **21%**
  - d. Not at all likely – **26%**
  - e. Don't know – DO NOT READ – **3%**

8. How likely do you think you or a family member will be to use EXPRESS or Commuter bus service (IF NECESSARY: THIS IS LIMITED STOP SERVICE) if the frequency of service and the number of routes increases over the next 5 to 10 years? Are you ....

**NET LIKELY – 48%**

- a. Very likely – **19%**
- b. Somewhat likely – **29%**
- c. Not very likely – **21%**
- d. Not at all likely – **28%**
- e. Don't know – DO NOT READ – **3%**

9. How likely do you think you or a family member will be to use the light rail service here in the Valley when it becomes available in the next 5 to 10 years? Are you ....

**NET LIKELY – 56%**

- a. Very likely – **28%**
- b. Somewhat likely – **28%**
- c. Not very likely – **16%**
- d. Not at all likely – **22%**
- e. Don't know – DO NOT READ – **6%**

## **V. TRANSPORTATION ISSUE PRIORITIES**

10. Now I am going to read you a list of the various components of the transportation system in Maricopa County. Given the fact that the amount of money available to make improvements to the system is limited, please indicate the level of spending priority you think the region should place on each of the various components using a one to five scale where “1” means it should be a “very low priority” and a “5” means it should be a “very high” priority. READ LIST AND RANDOMIZE ORDER

**NET 4 + 5 FOR EACH ITEM**

- a. Synchronized traffic lights – **78%**
- b. Improving freeways and streets to address safety issues – **69%**
- c. Improvements to major arterial streets within the county including more left turn signals – **67%**
- d. Provide increased dial-a-ride service for the elderly and disabled – **66%**
- e. Street and freeway maintenance – **66%**
- f. More bus pullouts on major streets – **60%**
- g. Adding more lanes to the freeways within Maricopa County – **56%**
- h. Improve local bus service throughout the county – **54%**
- i. Build more freeways – **54%**
- j. Expand express bus service for commuters throughout the county – **54%**
- k. More facilities and programs to make it easier to work from home – **52%**
- l. Expand light rail services throughout the county – **51%**
- m. Safety education programs for walking, biking and driving – **44%**
- n. Adding HOV lanes to the freeways – **42%**
- o. Improved carpool and vanpool services – **40%**
- p. Commuter rail service on existing railroad tracks – **40%**
- q. Build more park and ride lots – **36%**
- r. Add more bike and pedestrian pathways – **33%**

11. Now, thinking of all the components we discussed, which ONE do you think should have the highest priority across the region of Maricopa County? Which one should rank second? DO NOT READ LIST, UNLESS IT IS NECESSARY TO REMIND RESPONDENT OF COMPONENTS.

**NET TOP TWO PRIORITIES**

- a. Expand light rail services throughout the county – **29%**
- b. Build more freeways – **23%**
- c. Adding more lanes to the freeways within Maricopa County – **19%**
- d. Improvements to major arterial streets within the county including more left turn signals – **18%**
- e. Improve local bus service throughout the county – **17%**
- f. Synchronized traffic lights – **11%**
- g. Safety education programs for walking, biking and driving – **8%**
- h. Improving freeways and streets to address safety issues – **8%**
- i. Adding HOV lanes to the freeways – **6%**
- j. Provide increased dial-a-ride service for the elderly and disabled – **6%**
- k. More bus pullouts on major streets – **6%**
- l. Expand express bus service for commuters throughout the county – **6%**
- m. Street and freeway maintenance – **4%**
- n. Commuter rail service on existing railroad tracks – **4%**
- o. Add more bike and pedestrian pathways – **3%**
- p. More facilities and programs to make it easier to work from home – **2%**
- q. Complete freeways – **2%**
- r. Build more park and ride lots – **1%**
- s. Improved carpool and vanpool services – **1%**
- t. Transportation – **1%**
- u. Control of population growth – **1%**
- v. Other: SPECIFY: \_\_\_\_\_ -- **3%**
- w. Don't know – **7%**

**VI. EDUCATED TAX EXTENSION SUPPORT**

12. I would like to read to you two pieces of information about the future of the region's transportation system.
- Between now and 2021, the resident population in Maricopa County is projected to increase almost 55 percent while regional travel is projected to increase approximately 80%. This means that while our population is growing dramatically, people are also driving more miles.
  - Without significant new transportation investments, average commute times during rush hour could more than double in the region.

- 12a. Assuming this information is true, do you think you are likely to Strongly favor, favor, oppose or strongly oppose the EXTENSION of the one half cent regional sales tax for freeway and public transit improvements we discussed earlier so that it continues past the year 2005? Again, this means residents would NOT be paying a new tax, just continue paying the one-half cent tax they have been paying since 1985.

**NET FAVOR – 79%**

- a. Strongly favor – **43%**
- b. Favor – **36%**
- c. Oppose – **11%**
- d. Strongly oppose – **8%**
- e. Don't know – DO NOT READ – **3%**

- 12b. If the funding from the tax was used to cover other significant REGIONAL transportation investments such as street and intersection improvements, bike and pedestrian paths and safety programs WITH A LESSER AMOUNT GOING TOWARD FREEWAYS AND PUBLIC TRANSIT IMPROVEMENTS, do you think you are likely to Strongly favor, favor, oppose or strongly oppose the EXTENSION of the one half cent regional sales tax for this expanded list of funding options so that it continues past the year 2005? Again, this means residents would NOT be paying a new tax, just continue paying the one-half cent tax they have been paying since 1985.

**NET FAVOR – 54%**

- a. Strongly favor – **16%**
- b. Favor – **38%**
- c. Oppose – **27%**
- d. Strongly oppose – **15%**
- e. Don't know – DO NOT READ – **4%**

## **VII. DEMOGRAPHIC INFORMATION**

This survey is intended to reflect the attitudes of all segments of the population. I have just a few more questions about your household so we can combine your responses with other respondents.

- D1. Are you one or more of the following: employed full time, employed part time, a student, retired, a homemaker, or unemployed? (IF NECESSARY: We never release any individual information about anyone. We only use this information to tell whether different groups have different attitudes, etc.) (MULTIPLE RESPONSE ALLOWED)

- a. Full time employed – **46%**
- b. Part time employed – **9%**
- c. Student – **5%**
- d. Retired – **35%**
- e. Homemaker – **10%**
- f. Unemployed – **2%**
- g. DK/No answer – **2%**

- D2. IF EMPLOYED OR STUDENT: How do you usually get to work or school?  
(n=358)

- a. Drive alone – **82%**
- b. Carpool – **6%**
- c. Walk – **1%**
- d. Bicycle – **1%**
- e. Bus – **1%**
- f. Vanpool – **1%**
- g. Motorcycle – **1%**
- h. Work at home full time – **6%**
- i. Don't know – **1%**

- D3. IF EMPLOYED: How many miles do you travel from home to work, one way, each day? \_\_\_\_\_ Miles

**Less than 5 – 20%**  
**5 to 10 miles – 28%**  
**11 to 15 miles – 18%**  
**16 to 20 miles – 10%**  
**More than 20 – 16%**  
**Average – 13.4 miles**

- D4. How many vehicles in running condition are available for use in your household? \_\_\_\_\_  
**None – 2%**  
**One – 25%**  
**Two – 46%**  
**Three – 19%**  
**Four or more – 6%**  
**Don' t know – 2%**  
**Average – 2.0 vehicles**
- D5. Including yourself, how many licensed drivers are living in your household? \_\_\_\_\_  
**None – 2%**  
**One – 17%**  
**Two – 60%**  
**Three – 15%**  
**Four or more – 4%**  
**Don't know – 2%**  
**Average – 2.0 drivers**
- D6. What is your age? \_\_\_\_\_  
**25 and under – 3%**  
**26 to 35 – 9%**  
**36 to 45 – 17%**  
**46 to 55 – 23%**  
**56 to 65 – 18%**  
**66 to 75 – 16%**  
**76 or older – 10%**  
**Average age – 54 years**
- D7. Are you married or single?  
a. Married – **72%**  
b. Single – **25%**  
c. NA/refused – **3%**
- D8. To which of the following ethnic groups do you belong? (READ)  
a. White – **84%**  
b. Hispanic – **6%**  
c. Native American – **1%**  
d. African – American – **2%**  
e. Asian/ Pacific Islander – **1%**  
f. Other: SPECIFY – **1%**  
g. Refused – **5%**



- D9. What was the last grade of formal schooling you completed?
- a. Grade school – **2%**
  - b. High school – **18%**
  - c. Some college – **30%**
  - d. College – **29%**
  - e. Graduate studies – **17%**
  - f. Refused – **3%**
- D10. What is the combined total annual income of all members of your household? (READ LIST)
- a. Under \$20,000 – **6%**
  - b. \$20,001-\$30,000 – **8%**
  - c. \$30,001-\$50,000 – **20%**
  - d. \$50,001-\$60,000 – **9%**
  - e. \$60,001-\$75,000 – **12%**
  - f. \$75,001-\$100,000 – **13%**
  - g. \$100,001-\$150,000 – **8%**
  - h. Over \$150,000 – **3%**
  - i. DK/NA/REF – **22%**
- Average income - \$63,600**
- D11. Would you describe your political affiliation as... READ LIST
- a. Democratic – **28%**
  - b. Republican – **50%**
  - c. Independent – **16%**
  - d. Some other political party: SPECIFY \_\_\_\_\_ - **1%**
  - e. Don't know/REF – **5%**
- D12. Finally, what city do you live in?
- a. Apache Junction – **<1%**
  - b. Avondale – **<1%**
  - c. Buckeye – **<1%**
  - d. Carefree **<1%**
  - e. Cave Creek – **<1%**
  - f. Chandler – **5%**
  - g. El Mirage
  - h. Fountain Hills – **1%**
  - i. Gila Bend
  - j. Gilbert – **5%**
  - k. Glendale – **7%**
  - l. Goodyear – **1%**
  - m. Guadalupe - **<1%**
  - n. Litchfield Park – **<1%**
  - o. Mesa – **12%**
  - p. Paradise Valley – **<1%**
  - q. Peoria – **4%**
  - r. Phoenix – **32%**
  - s. Queen Creek - **<1%**
  - t. Scottsdale – **9%**
  - u. Sun city/Sun City West – **6%**
  - v. Sun Lakes – **<1%**
  - w. Tempe – **7%**
  - x. Tolleson - **<1%**
  - y. Wickenburg - **<1%**
  - z. Youngtown - **<1%**
  - aa. Gila River Reservation

- bb. Salt River Reservation
- cc. Fort McDowell Reservation
- dd. Other : SPECIFY:\_\_\_\_\_ - 4%
- ee. Refused – 2% \_\_\_\_\_

D13. IF EMPLOYED: What city do you work in? (n=344)

- a. Apache Junction - <1%
- b. Avondale - <1%
- c. Buckeye - <1%
- d. Carefree
- e. Cave Creek
- f. Chandler – 5%
- g. El Mirage - <1%
- h. Fountain Hills - <1%
- i. Gila Bend
- j. Gilbert – 2%
- k. Glendale – 4%
- l. Goodyear - <1%
- m. Guadalupe
- n. Litchfield Park – 1%
- o. Mesa – 6%
- p. Paradise Valley – 1%
- q. Peoria – 4%
- r. Phoenix – 43%
- s. Queen Creek
- t. Scottsdale – 11%
- u. Sun city/Sun City West - <1%
- v. Sun Lakes
- w. Tempe – 11%
- x. Tolleson
- y. Wickenburg
- z. Youngtown - <1%
- aa. Gila River Reservation
- bb. Salt River Reservation
- cc. Fort McDowell Reservation - <1%
- dd. Other : SPECIFY:\_\_\_\_\_ - 8%
- ee. Refused – 2% \_\_\_\_\_

D14. RECORD GENDER

- a. Male – 50%
- b. Female – 50%

Thank you very much for your time. Have a nice day.